

Despite Higher Travel Costs, Summer Getaways are Still in the Plans for a Majority of Families

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Survey Finds Even with Rising Gas Prices, Majority of Summer Vacation Trips will be 500+ Miles

A recent survey* conducted by Zoomerang(TM) for Country Inns & Suites By Carlson(SM), Inc. reveals that, despite higher travel costs this summer, a majority of families are planning on or still considering taking their annual family trip. Forty-one percent of those surveyed say they plan on taking a vacation with their family this summer and another 28 percent are undecided, but still considering it. The remaining third of consumers surveyed noted they will not take a trip this summer, citing budgetary concerns. For families that still plan to get away over the next few months, 54 percent will travel more than 500 miles and nearly 70 percent plan to do so by car.

A recent travelhorizons(TM) survey co-authored by the Travel Industry Association of America and Ypartnership also found that six of ten (59 percent) Americans who are currently planning a trip with their car, truck or SUV this summer will not change their travel plans even with additional increases in the price of gas. Visit www.tia.org to learn more.

"Summer vacation travel is an important tradition for many families that use the time together to reconnect and create lasting memories," said Steve Mogck, executive vice president of Franchise Operations for Country Inns & Suites. "The fact that people are still planning on taking their summer vacations in these uncertain economic times is a testament to the family value placed on these trips and a big reason why we're providing a special offer for families that stay with us through September."

Although the expense of today's family vacations was noted as the biggest difference between the vacations people took when they were kids (57 percent), the quality family time element of the trip was as important then as it is today. Respondents cited "time spent with family members" (42 percent) as the thing they remember most about past family vacations and "building family memories" (41 percent) as the thing they most look forward to during their current family vacations.

One thing that is apparent from the survey is that, while families definitely value their summer vacation time, they don't like to cook when they're away from home. When asked what celebrity they'd most like to bring along on their family vacation, more than half of the respondents (54 percent) chose celebrity chefs Rachael Ray and Bobby Flay to make all of the meals over Will Ferrell for comic relief (16 percent) and Miley Cyrus for road-trip songs (nine percent).

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